

## ECONOMIC DEVELOPMENT DIRECTOR

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

### **SUMMARY DESCRIPTION**

Under general administrative direction, plans, directs, manages, and oversees the activities and operations, development and implementation of the City's community development strategies, plans, long term and current economic development activities. Coordinates assigned activities with other City departments and outside agencies; and to provide highly responsible and complex administrative support to the City Manager as a member of the City Manager's management team.

### **REPRESENTATIVE DUTIES**

*The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

1. Manage the development and implementation of departmental goals, objectives, and priorities for each assigned service area; recommend and administer policies and procedures.
2. Provides leadership and direction in the development of short and long range plans and projects; gather, interpret, and prepare data for studies, reports and recommendations.
3. Provide leadership and staff support to City Committees and Commissions as assigned.
4. Communicates official plans, programs, policies and procedures to staff and the general public.
5. Develops tourism campaigns, coordinating with, when possible, local business, hotels, recreation providers, etc.
6. Develops and implements work programs and techniques to be followed for the attraction and retention of business to and within Auburn. Assist and initiate such policies and programs.
7. Develops and manages social media campaigns.
8. Supports ongoing commercial projects, light industrial and commercial project development, expand retail development and local labor force enhancement programs.
9. Provide technical direction and assistance to City staff and City Council on various operations considered by the City.
10. Work with relevant economic groups, and organizations at the local, regional, state and national levels.
11. Draft and implement strategies for the recruitment of targeted business.
12. Provide staff assistance to the City Manager; prepare and present staff reports and other necessary correspondence; make recommendations to the City Council and City Manager on all economic development matters as required; attend City Council meetings as required.

13. Administers City's Community Development Block Grant (CDBG) applications and other state and federal grant programs as assigned.
14. Meet, confer and provide detailed information to new business contemplating a relocation or expansion into Auburn.
15. Respond to and resolve difficult and sensitive citizen inquiries and complaints.
16. Perform related duties as required.

### **QUALIFICATIONS**

*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

#### **Knowledge of:**

Pertinent local, State and Federal laws, rules and regulations.

Marketing Strategies.

Principles and practices of grants administration.

General development processes and procedures.

Principles and practices of budget preparation and administration.

Principles and practices of program development and administration.

Recent developments, current literature, and sources of information related to assigned programs and services.

#### **Ability to:**

Ability to communicate effectively orally and in writing with architects, contractors, developers, business owners, supervisors, employees and the general public.

Provide highly complex and responsible staff support to the City Manager, other City management staff, the City Council, and other boards, commissions, and committees as assigned.

Identify and respond to sensitive community and organizational issues, concerns, and needs.

Ability to prepare and analyze comprehensive and technical reports and data.

Develop and administer departmental goals, objectives, and procedures.

Analyze and assess programs, policies, and operational needs and make appropriate adjustments.

Interpret and apply construction and design standards, various codes and regulations, and department policies, procedures, rules and regulations.

Plan, organize, direct, and coordinate the work of lower level staff.

Delegate authority and responsibility.

Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.

Establish and maintain effective working relationships with those contacted in the course of work.

**Education and Experience Guidelines** - *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

#### **Experience:**

A proven track record in the successful development and implementation of economic development strategies and programs; with an emphasis on municipal/destination tourism marketing. Have a demonstrated ability to manage economic development programs /organizations.

#### **License or Certificate:**

CITY OF AUBURN  
Economic Development Director (*Continued*)

Possession of a valid California driver's license upon date of appointment.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Standard office setting with some travel to attend meetings; incumbents may be required to work extended hours including evenings and weekends and may be required to travel outside City boundaries to attend meetings.

**Physical:** Primary functions require sufficient physical ability to work in an office setting and operate office equipment. Some outdoor work is required in the inspection of various land use

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents.

**Hearing:** Hear in the normal audio range with or without correction.

Date: April 2017

**EMPLOYMENT AGREEMENT  
BETWEEN THE CITY OF AUBURN AND MORA ROWE,  
ECONOMIC DEVELOPMENT DIRECTOR**

**AGREEMENT**

**1. Effective Date**

This agreement shall become effective on when it has been executed by Department Director and the City Manager and duly approved by Resolution of the City Council.

**2. Term of Employment**

Pursuant to the provisions of the Auburn Municipal Code Section 31.058(I), Department Director serves at the pleasure of the City Manager and on an "at will" basis and has no property interest in or right to his or her continued employment during the term of this Agreement, subject to the terms and provision of this Agreement as set forth below. This Agreement will remain in full force and effect until one of the parties terminates it as provided in this Agreement.

**3. Duties; Hours of Work**

A. Department Director shall perform those functions and duties specified by State law, the Auburn Municipal Code, any applicable job description, and by direction of the City Manager. Department Director shall perform such duties in accordance with the highest professional and ethical standards of the Department Director position. Department Director shall not engage in any activity, which is, or which may become, incompatible with the City of Auburn or office of Department Director, as provided for by federal, state, and local law. During the term of this agreement, Department Director shall be exclusively employed by the City, unless prior authorization otherwise is received from the City Manager, which authorization will not be unreasonably withheld.

B. Department Director shall maintain a regular work schedule consistent with that approved for other management employees of the City. Department Director's duties may require more than eight (8) hours per day and/or forty (40) hours per week, and may also include time outside normal office hours such as attendance at City Council and Commission meetings. Department Director is an exempt employee under the Fair Labor Standards Act and shall not be entitled to additional compensation for such time.

#### 4. **Compensation**

A. Department Director shall receive an annual base salary of \$ 80,000 payable in equal semi-monthly payments to be made at the same time as other employees are paid.

B. Department Director's compensation shall be reviewed with the City Manager at least annually in connection with the annual review required by section 14 below or at other times as may be determined by City Manager. Merit based salary increases within the Senior Executive Pay Plan for Department Directors (the "Control Points range") are at the sole discretion of the City Manager during the term of this Agreement, dependent on the quality of job performance by Department Director as determined by the City Manager and the City's fiscal condition.

C. Salary increases are based on merit only and may be revoked in the event Department Director receives an unsatisfactory evaluation, either at the annual evaluation or at any additional evaluation completed by the City Manager. In the event the City Manager revokes a salary increase based on an unsatisfactory evaluation, Department Director's salary shall be decreased to an appropriate step on the Control Points range as determined by the City Manager.

D. The City Manager may, on an annual basis, award special performance one-time cash bonuses not to exceed 15% of Director's base salary. These one-time cash bonuses may be given any time during the year provided the employee received at least a Standard rating on his/her last evaluation. Such one-time cash bonuses are not considered pensionable compensation.

E. Department Director will be responsible for 100% of the employee contribution to the California Public Employees Retirement System (PERS), which is currently 7% for "classic" PERS members and 50% of the actuarially determined normal costs of pension for "new" PERS members.

#### 5. **Health Insurance**

A. City shall pay up to the following amounts per month for health insurance coverage:

(i) Employee only	\$ 680.42
(ii) Employee + spouse	\$ 1360.86
(iii) Employee + family	\$ 1768.50

B. During the term of this agreement, the following participation formula shall apply: The City will pay eighty percent (80%) and employees will pay twenty percent (20%) of the average increase in premiums occurring in those CalPERS plans offered to City employees in the 95603 zip code area (excluding the highest and lowest cost plans).

C. Department Director may elect not to receive health coverage from the City. Directors who elect not to receive health coverage from the City will be required to sign a release form. Any employee who signs a release form shall receive monthly payments equal to the Employee only coverage amount in effect at the time the release is signed. From time-to-time, said amount will be adjusted as set forth in this Agreement.

#### **6. Life Insurance**

City shall provide term life insurance in the amount equal to twice the annual base salary of Department Director. Such life insurance shall be provided through the same insurance company providing life insurance to other City employees, or by another insurer acceptable to City.

#### **7. Administrative and Executive Leave**

A. Department Director shall be entitled to 80 hours' administrative leave per fiscal year (July 1 through June 30). In the event such leave is not used, Department Director may receive equivalent cash compensation therefore, in full or in part, for accrued but unused administrative leave. No amount of unused administrative leave time may be accumulated and carried over past the end of any fiscal year (June 30).

B. Department Director may receive additional executive leave, which may be awarded based upon job performance by the City Manager in an amount between one (1) and five (5) days per fiscal year (July 1 through June 30). No amount of unused executive leave time may be accumulated and carried over past the end of any fiscal year (June 30) and cannot be cashed out at any time.

#### **8. Annual Vacation Leave**

A. Department Director shall be entitled to between 12 days (96 hours) and 23 days (184 hours) annual vacation leave dependent upon years of employment with the City as follows:

(i) one through two years of service	12 days (96 hours)
(ii) three through five years of service	15 days (120 hours)
(iii) six through ten years of service	17 days (136 hours)
(iv) eleven through fifteen years of service	21 days (168 hours)
(v) sixteen or more years of service	23 days (184 hours)

B. Department Director may receive equivalent cash compensation, in full or in part, at any time during the year for unused vacation leave. For vacation leave of more than one week at a time, Department Director must provide sufficient notice of his or her intended vacation absence to the City Manager. Department Director shall accrue no more than twice the number of hours of vacation leave he or she is entitled to annually.

C. Department Director shall be afforded 80 hours of banked vacation leave as of the Effective Date. Department Director shall not accrue additional vacation leave until Department Director would have accrued those advanced 80 hours' vacation leave in the normal course of employment.

#### **9. Other Leaves and Benefits**

All other personal leave, family leave, funeral leave, or sick leave shall be as provided to other management employees of the City. City shall afford Department Director such other benefits as are provided to other management employees of the City on the same terms as provided to those employees except as otherwise expressly provided herein.

#### **10. Automobile Allowance**

In recognition of the fact that the Department Director's normal duties require frequent use of his or her automobile, Department Director shall be entitled to \$150 per month as an automobile allowance. This allowance is subject to employee withholding tax and is not pensionable compensation. This allowance is in lieu of mileage reimbursement or other expenses that may be incurred by Department Director in connection with the use of his or her own automobile for City purposes. In consideration for said allowance, Department Director shall be responsible for all costs of maintenance and operation of his or her vehicle. Department Director shall at all times maintain automobile liability insurance on any vehicle used by him or her in the course of City employment. Such insurance shall have coverage limits acceptable in form and amounts to City. Department Director shall provide a certificate or other evidence of such insurance to City. Department Director acknowledges that this

allowance will be subject to payroll taxes unless he or she maintains the records required by law to permit other treatment of this allowance.

**11. Professional Memberships & Meetings; Other Expenses**

City recognizes that certain expenses of a non-personal and job-related nature may be incurred by Department Director. City agrees to reimburse Department Director for reasonable expenses which are authorized by the City budget, approved of in advance by the City Manager for approval, and which are supported by expense receipts, statements or personal affidavits, and audit thereof in like manner as other demands against the City.

**12. Retirement Program and Deferred Compensation**

City shall provide the same PERS retirement benefits to Department Director as are received by other management employees of the City who are classified as "miscellaneous" employees under PERS. "New" members, as that term is defined in the Public Employees' Pension Reform Act of 2013 (PEPRA), will receive retirement benefits calculated at a benefit formula of 2% at age 62. "Classic" PERS (i.e., those members not defined as "new members" under PEPRA) will receive retirement benefits calculated at a benefit formula of 2% at age 55. City shall contribute \$50 per month into a deferred compensation plan of Department Director's choice.

**13. Annual Performance Evaluation**

The City Manager shall evaluate Department Director's performance at least once annually. The City Manager and Department Director shall annually develop mutually agreed performance goals and criteria which the City Manager shall use in reviewing Department Director's performance in the following year. It shall be Department Director's responsibility to initiate this review each year. Department Director will be afforded an adequate opportunity to discuss each evaluation with the City Manager.

**14. Indemnification**

City shall defend, hold harmless and indemnify Department Director against any claim, demand, judgment, or action of any type or kind arising within the course and scope of Department Director's employment to the extent required by Government Code Sections 825 and 995.

**15. Other Terms and Conditions of Employment**



A. The City Manager may from time to time fix other terms and conditions of employment relating to the performance of Department Director, provided such terms and conditions are not inconsistent with or in conflict with the provision of this Agreement, the Auburn Municipal Code, or other applicable law.

B. The provisions of the City's Personnel Rules and Regulations ("Rules") applicable to other management employees of the City shall apply to Department Director, except that if the specific provisions of this Agreement conflict with the Rules, the terms of this Agreement shall prevail. Without limiting the generality of the exception noted in the previous sentence, however, no provision of the Rules or this Agreement shall confer upon Department Director a property right in his or her employment or a right to be discharged only upon cause. Department Director is an at-will employee serving at the pleasure of the City Council and may be dismissed at any time with or without cause, subject only to the provisions of this Agreement.

C. Department Director shall be exempt from paid overtime compensation and from Social Security taxes other than the mandatory Medicare portion of such taxes.

## 16. Termination

A. Department Director is not part of the competitive (classified) service and therefore is an at-will employee. As an at-will employee, Department Director may be terminated with or without cause, and without advance notice.

B. If Department Director is terminated by the City without cause, Department Director, after termination and upon executing a claim waiver and release of liability, will be entitled to three months of severance pay at Department Director's base salary rate. The severance pay will be paid at the time of separation from City employment.

C. If Department Director is terminated by the City for cause, Department Director is not entitled to any severance pay whether or not advance notice is provided. If Department Director is terminated for cause, Department Director must be given notice of the cause and supporting evidence. Department Director is entitled to meet with the City Manager at which time Department Director may reply orally and/or in writing to the cause and supporting evidence. The meeting is not an evidentiary hearing. There is no right to appeal the City Manager's decision. The City Manager's decision is final. For purposes of this agreement, the term "for cause" shall include any of the following:

- (i) use of alcohol or drugs that impedes performance of duties;

- (ii) conviction of a felony or misdemeanor involving moral turpitude (a plea or verdict of guilty or a conviction following a plea of nolo contendere is deemed a conviction for this purpose);
- (iii) a proven claim of either sexual harassment or abuse of employees in violation of law or adopted City policy;
- (iv) willful and repeated failure to carry out the lawful directives or policy decisions of the City Council or the City Manager; or
- (v) willful abandonment of the position or continued and unexcused absence from duty.

D. Department Director may voluntarily terminate employment, by resignation or retirement or some similar other manner, at any time during the term of this Agreement, subject to at least thirty days' written notice by Department Director to City, unless the City Manager and Department Director agree otherwise. In such case, City shall have no further obligation to provide payments and benefits, including severance benefits, upon the effective date of termination of employment, other than payment of accrued vacation leave or other payments required by law.

#### **17. Compliance With Law**

This Agreement is subject to all applicable provisions of federal and state law, the provisions of the Auburn Municipal Code, and to any other ordinances, rules, and regulations of the City applicable to the Department Director.

#### **18. General Provisions**

A. This Agreement constitutes the entire agreement between the parties. City and Department Director hereby acknowledge that they have neither made nor accepted any other promise or obligation with respect to the subject matter of this Agreement.

B. If any provision or any portion of this Agreement is held to be unconstitutional, invalid or unenforceable, the remainder of the Agreement shall be deemed severable and shall not be affected and shall remain in full force and effect.

C. Any notice to City pursuant to this Agreement shall be given in writing, either by personal service or by registered or certified mail, postage prepaid, addressed as follows:

City Manager  
City of Auburn  
1225 Lincoln Way  
Auburn, CA 95603-5004.

With a courtesy copy to the City Attorney at the following address or the address then shown in the records of the City for the City Attorney:

Michael G. Colantuono, Esq.  
Auburn City Attorney  
420 Sierra College Drive, Ste. 140  
Grass Valley, CA 95945-5091.

Any notice to Department Director shall be given in a like manner, and, if mailed, shall be addressed to Department Director at the address then shown in City's personnel records. For the purpose of determining compliance with any time limit stated in this Agreement, a notice shall be deemed to have duly given (a) on the date of delivery, if served personally, or (b) on the second calendar day after mailing, if mailed.

D. Venue for any disputes arising from or relating to this Agreement shall lie in the Superior Court for the County of Placer, California. If an action at law or in equity is necessary to enforce or interpret this Agreement, the prevailing party shall be entitled to reasonable and actual attorneys' fees and costs with respect to the action.

E. A waiver of any of the terms and conditions of this Agreement shall not be construed as a general waiver and either party shall be free to enforce any term or condition of this Agreement with or without notice to the other notwithstanding any prior waiver of that term or condition.

#### **19. Amendments**

This represents the entire agreement between the parties. Amendments to this agreement may be made at such times as approved by the City Manager and Department Director and shall be in writing.

TO EFFECTUATE THIS AGREEMENT, the parties have caused their duly authorized representatives to execute this Agreement on the dates set forth below.

DEPARTMENT DIRECTOR

Dated: 5/5/17

Mona K Rowe  
[NAME]

CITY

Dated: 5/9/17

[Signature]  
City Manager

Approved as to form:

[Signature]  
~~Michael G. Colantuono~~ Gary B Bell  
Assis, City Attorney

Dated: 5/8/2017

Attest:

[Signature]  
Amy Lind  
City Clerk

Dated: 5/8/17